

1/42

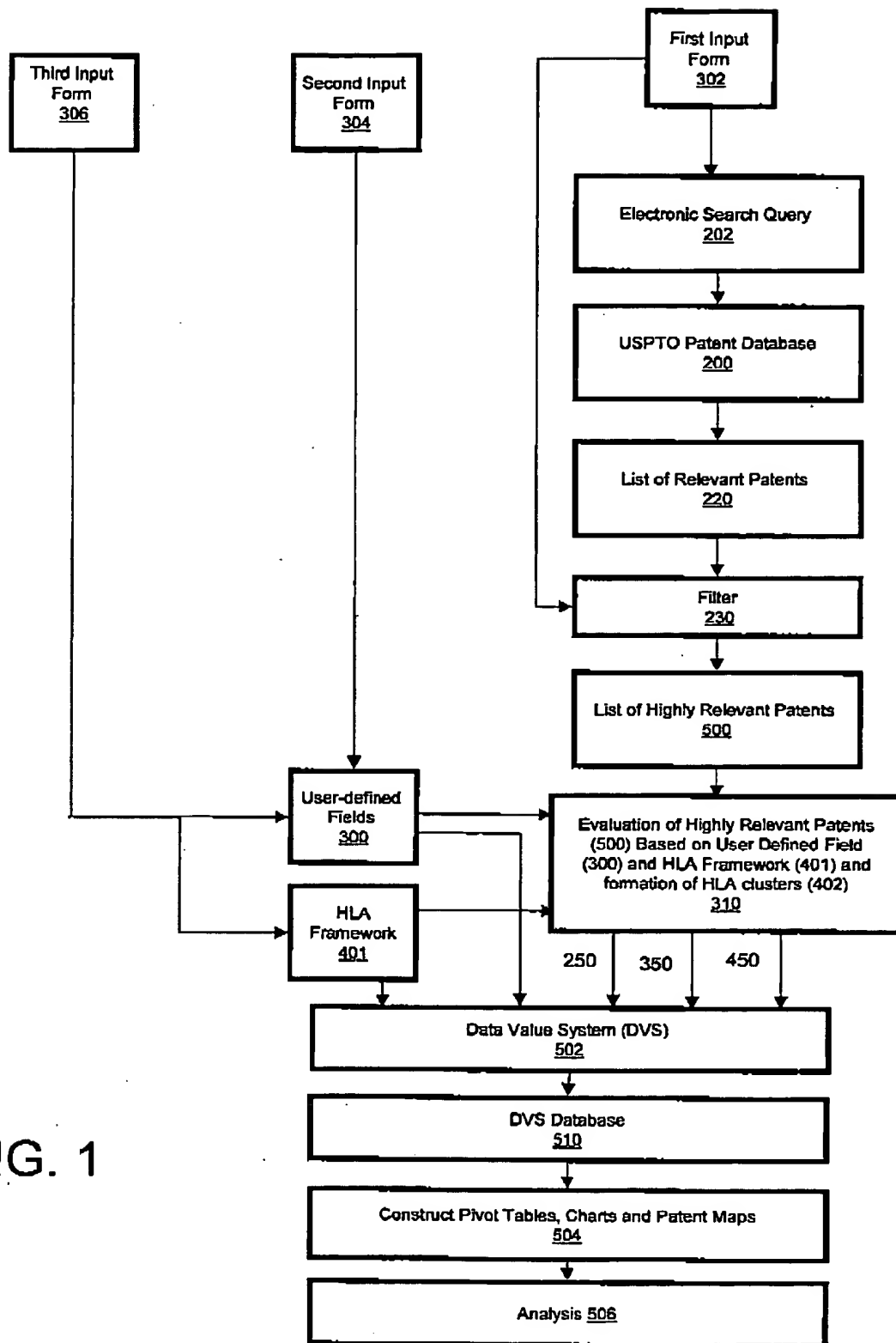


FIG. 1

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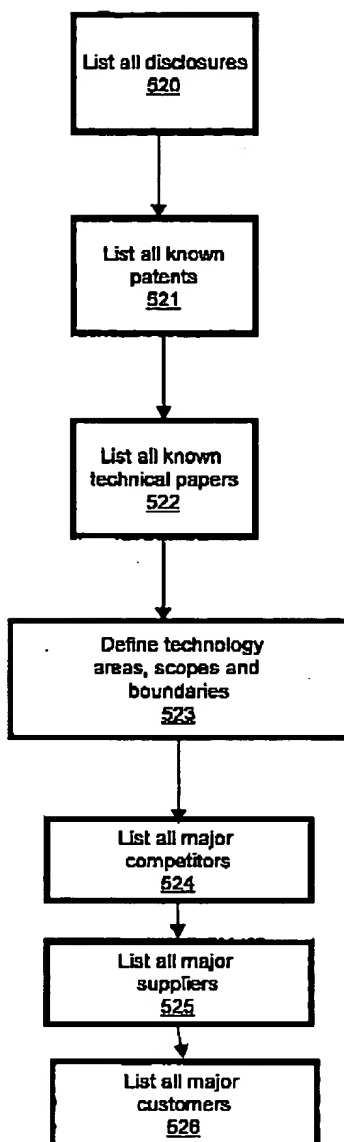


FIG. 2

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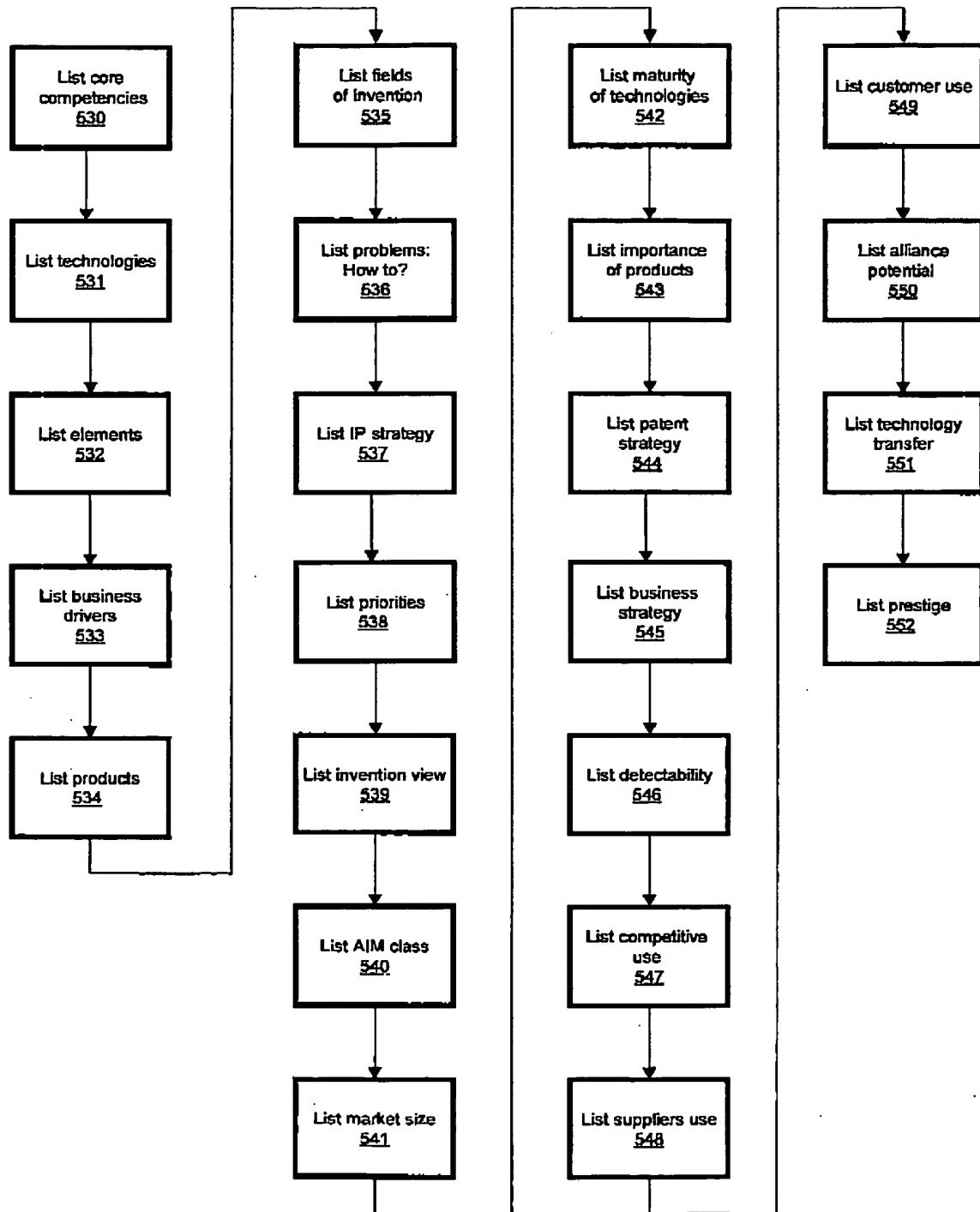


FIG. 3

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Core Competency	Description	Weight Factor
Organic chemist		7
Chemical engineer		5
Biochemist		5
Toxicologist		3
Physical chemist		5
Analytical chemist		5
Medical Doctor		5

FIG. 4

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Technology	Description	Weight
Organic chemistry	synthesis	7
Analytical chemistry	development method	3
Manufacturing processes		3
Animal studies	testing of drugs on animals	3

FIG. 5

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Element	Description	Weight Factor
Chemical formulation		7
use friendly package		5
Patient reaction		7

FIG. 6

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Business Driver	Weight Factor
Market response	7
User convenience	10
new treatment	5

FIG. 7

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Product Category	Description of the major products in each category	Weight Factor
estrogen		5
disease treatment		7
drug prevention		3
calcitonin		3
estrogen inhibitors		5

FIG. 8



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Field of Invention	Description of Fields	Weight Factor
synthetic chemistry		3
formulation		5
method of use		7

FIG. 9

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Problems: How to...?	Weight Factor
improve bioavailability	7
improve drug acceptance	7
improve drug efficacy	9

FIG. 10

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Priority	Technologies or Products
Emergency	once weekly dosing
High	direct compression formulation, coated tablet
Medium	organic synthesis
Low	

FIG. 12

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IP Strategies	Description of all Technologies	Weight Factor
Patent Around	combination of products	7
Publish In Front Of	tableting, chemical fomulation	4
Publish Around		
Need To Understand More		
Not In area of Interest	Method of use	1

FIG. 11

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Invention View	Description of Technologies or Products
User's Capability	tableting, coating, packaging
Supplier's Capability	analytical chemistry
Competitors' Capability	

FIG. 13

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Applied Invention Matrix: Description of Technologies or Products	
Breakthrough	method of use
Distinctive	coating, tableting
Incremental	

FIG. 14

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Market Size	Description of Technologies or Products
\$1M-10M	
\$10M-100M	
\$100M-1B	
\$1B-5B	coating, combination products
Greater than \$5B	synthetic chemistry, formulation, tableting, method of use

FIG. 15

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Maturity of Technology	Description of Technologies or Products	Weight Factor
Last Generation	synthetic chemistry, tableting	5
Current Generation	coating	3
Emerging Generation	chemical formulation, packaging, method of use, combination products	7

FIG. 16



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Importance of Product	Description of Technologies or Products
Peripheral	tableting.
Element of a Product	formulation, coating, packaging
Essential to a Product	method of use
Creates a Product	synthetic chemistry, combination of products

FIG. 17

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Patent Strategy	Description of Technologies or Products
No Patent Strategy for this Invention field	calcitonin
High	disease treatment, drug prevention, estrogen inhibitors
Medium	estrogen,
Low	analytical method

FIG. 18

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Business Strategy	Description of Technologies or Products
No Business Strategy For Field Of This Invention	formulation, tableting
High	synthetic chemistry
Medium	method of use, combination of products
Low	tableting, coating, packaging

FIG. 19

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Detection	Description of Technologies or Products
Obvious	coating, tableting, packaging, method of use, combination products
Easily Detected	
Detectable With Work	synthetic chemistry, formulation
Undetectable	

FIG. 20

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Competitors Use	Description of Technologies or Products
Less than 10% of Competitors will use	
10-50% of Competitors will use	synthetic chemistry, formulation, method of use, combination products
Most Competitors will use	tableting, coating, packaging
Unknown	
Will only be used by our Company	

FIG. 21

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Suppliers use	Description of Technologies or Products
Less than 10% of Suppliers will use	tableting, coating, packaging, formulation, method of use, combination products
10-50% of Suppliers will use	
Most Suppliers will use	synthetic chemistry
Unknown	

FIG. 22

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Customer Use	Description of Technologies or Products
No Customers will use	tableting, coating, formulation, synthetic chemistry, packaging, method of use, combination products
Less than 10% of Customers will use	
10-50% of Customers will use	synthetic chemistry
Most of Customers will use	

FIG. 23

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Alliance Potential	Description of Technologies or Products
Low	tableting,
Medium	packaging, formulation
High	synthetic chemistry, coating, method of use, combination products
Unknown	

FIG. 24



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Tech Transfer Potential	Description of Technologies or Products
Low	tableting, coating
Medium	formulation, packaging
High	synthetic chemistry, method of use, combination products
Unknown	

FIG. 25

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Prestige	Description of Technologies or Products
Low	tableting, formulation
Medium	synthetic chemistry, coating, packaging
High	method of use, combination products

FIG. 26

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**Step One: Main Categories****560**

To create the HLA framework, the products or technology must first be separated into general categories. For example, a computer system might be separated into the general categories of the processor, the monitor and input devices.

**Step Two: Sub-Category 1****562**

Next, separate the general categories into sub-categories. For example, the processor might be separated into the motherboard, the graphics board and the disk drives.

**Step Three: Sub-Category 2****564**

Next, if possible, separate each sub-category 1 entry into another level of sub-categories. For example, the motherboard might be separated into the CPU and the cache.

**Step Four: Add to Spreadsheet****566**

Finally, add this information to the spreadsheet by double clicking the icon below. Place the main categories in the "HLA – Main" column, the first sub-categories in the "Sub-Category 1" column, and the second sub-categories in the "Sub-Category 2" column.

FIG. 27

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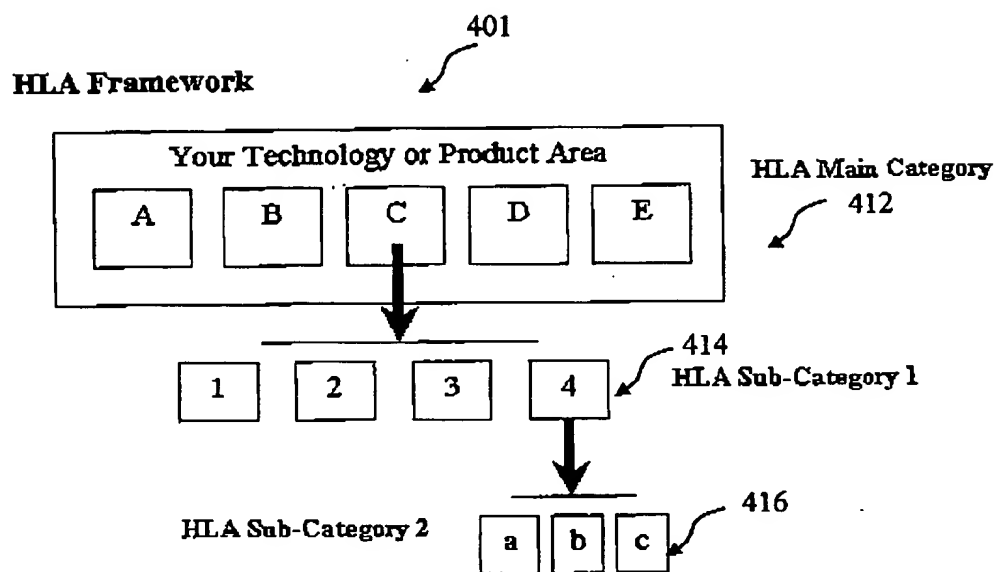


FIG. 28

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**Product: Computer 420**

HLA - Main	HLA - Sub-Category 1	HLA - Sub-Category 2
Processor 422	Mother Board 428	CPU 440
Processor 422	Mother Board 428	Cache 442
Processor 422	Mother Board 428	Ports 444
Processor 422	Graphics Board 430	
Processor 422	Disk Drives 432	
Monitor 424	Screen 434	
Input Devices 426	Mouse 436	Buttons 446
Input Devices 426	Keyboard 438	

FIG. 29

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Index 610		Patent Mapping	
Patent Number	611	Class	612 2795
Class	613 335	Subclass	614 000614
IPC Class	615	IPC Class	616
Assignee	617	IPC Class	618
IPC Class	619	IPC Class	620
Title		617	
Permanent magnet magnetic circuit and magnetron plasma processing apparatus		618	
Abstract		619	
This invention relates to a permanent magnet magnetic circuit and magnetron plasma processing apparatus.		620	
Claims		621	
1. A permanent magnet magnetic circuit and magnetron plasma processing apparatus, comprising:		622	
a permanent magnet magnetic circuit; and		623	
a magnetron plasma processing apparatus.		624	
References		625	
1. U.S. Pat. No. 4,500,000		626	
2. U.S. Pat. No. 4,500,001		627	
3. U.S. Pat. No. 4,500,002		628	
4. U.S. Pat. No. 4,500,003		629	
5. U.S. Pat. No. 4,500,004		630	
6. U.S. Pat. No. 4,500,005		631	
7. U.S. Pat. No. 4,500,006		632	
8. U.S. Pat. No. 4,500,007		633	
9. U.S. Pat. No. 4,500,008		634	
10. U.S. Pat. No. 4,500,009		635	
11. U.S. Pat. No. 4,500,010		636	
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14. U.S. Pat. No. 4,500,013		639	
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Product

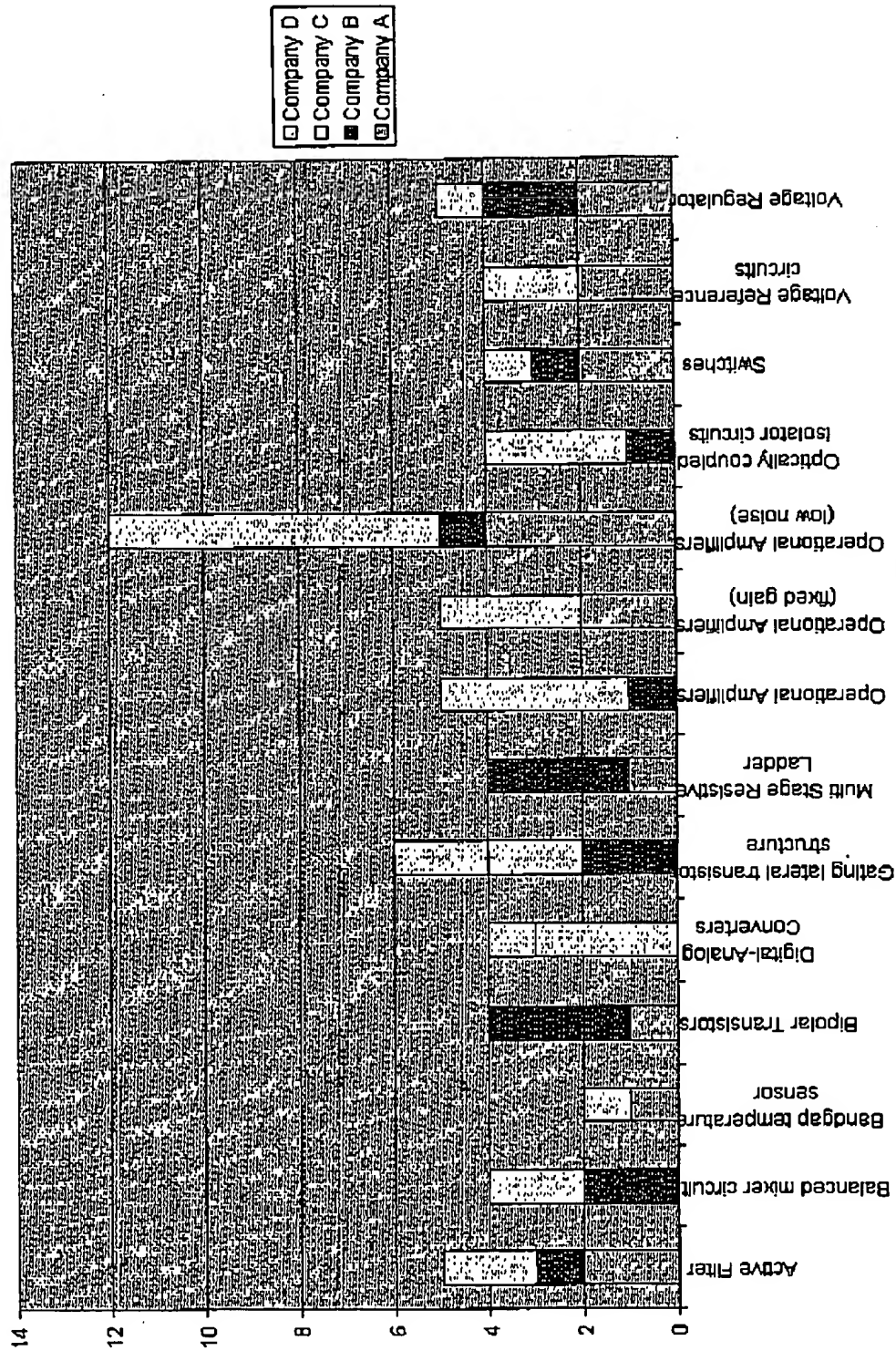


FIG. 31

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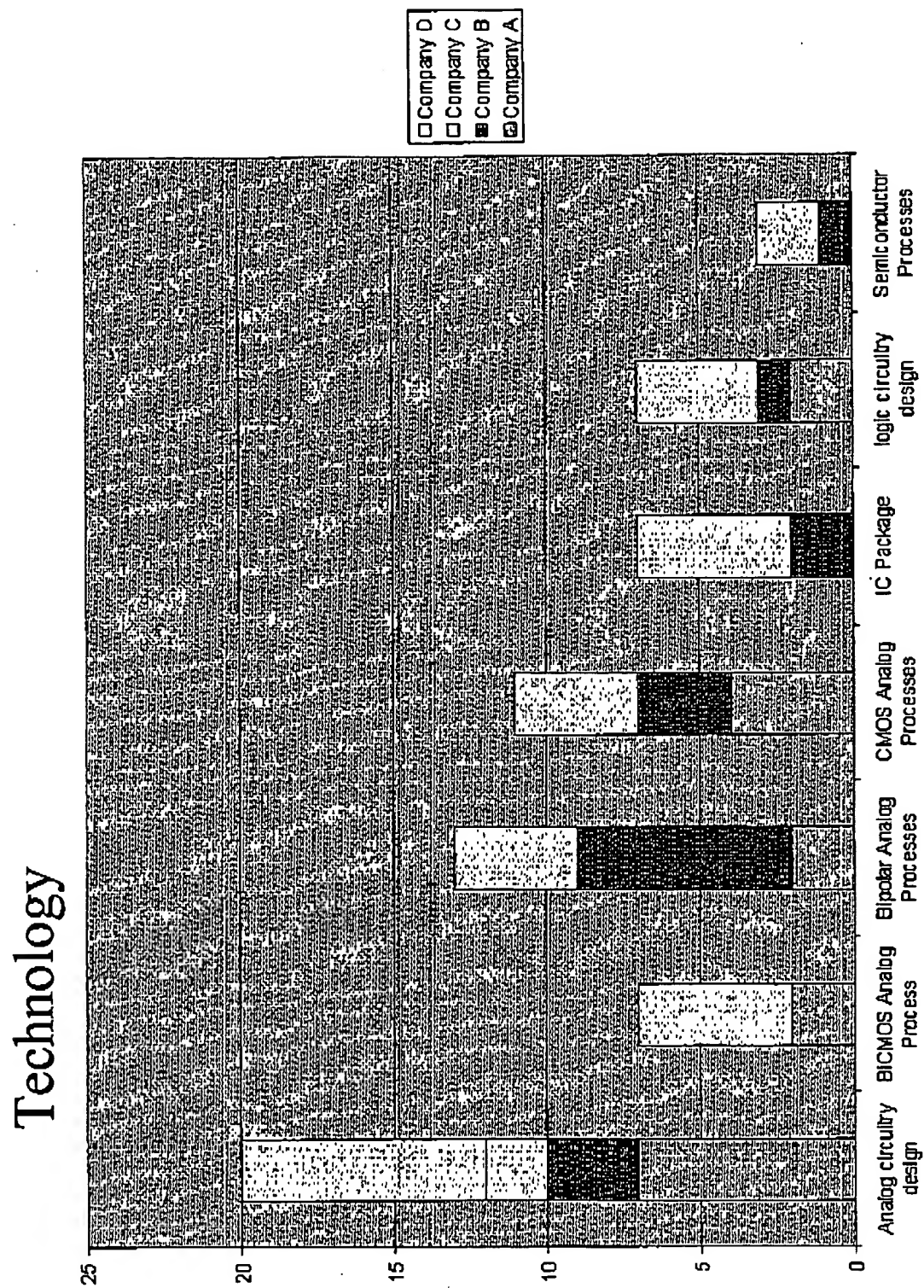


FIG. 32



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## Business Drivers

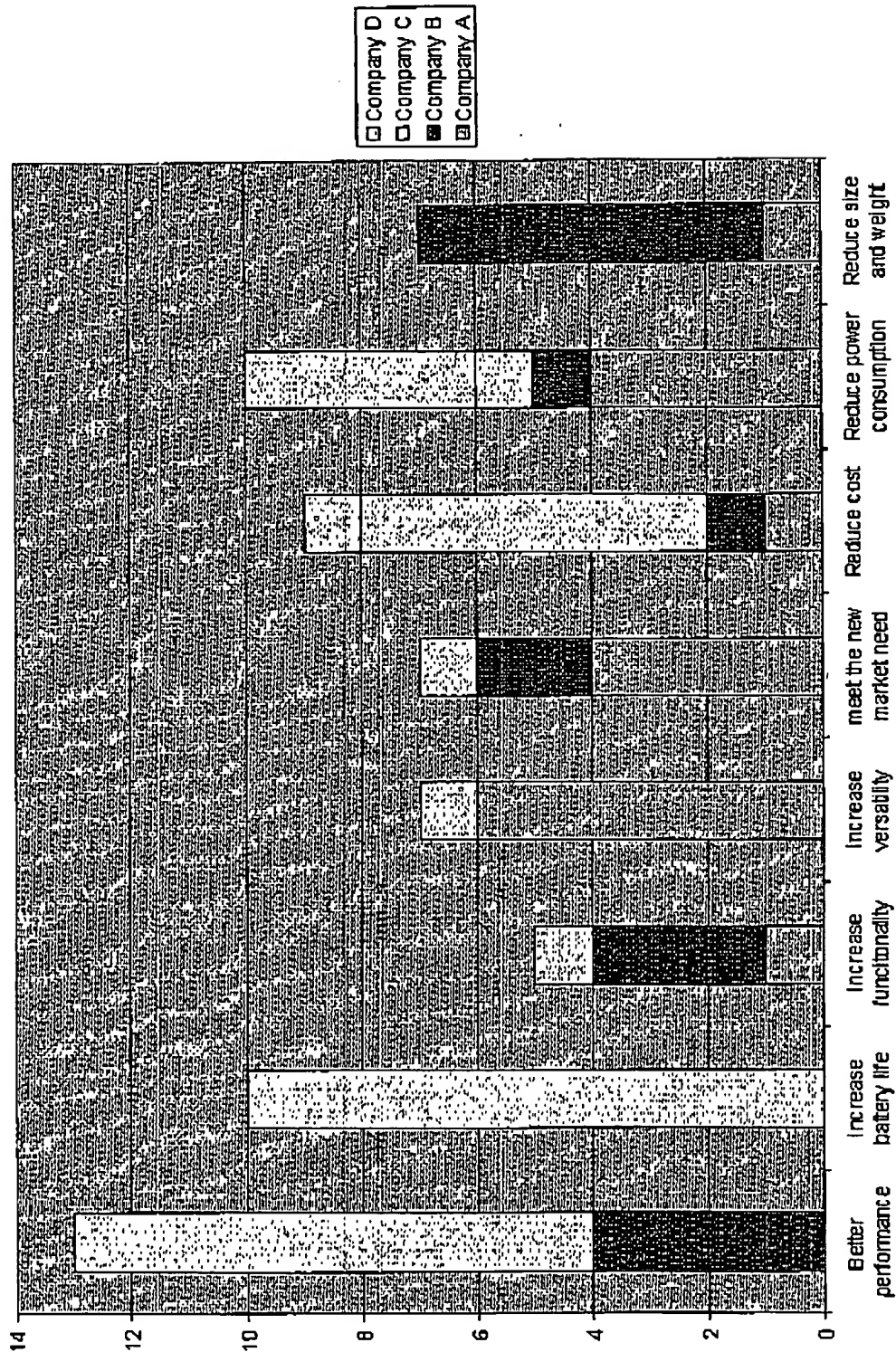


FIG. 33

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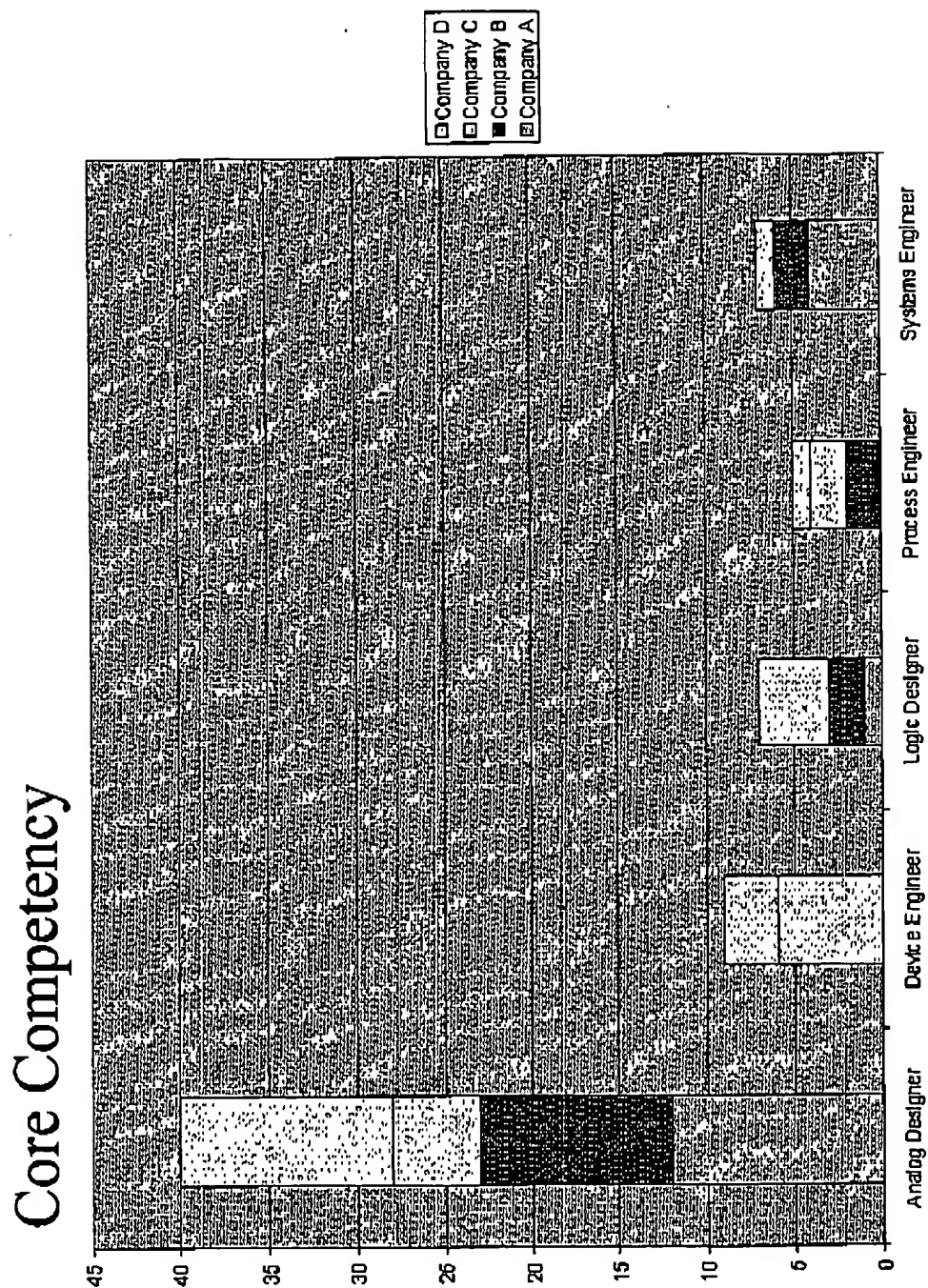


FIG. 34

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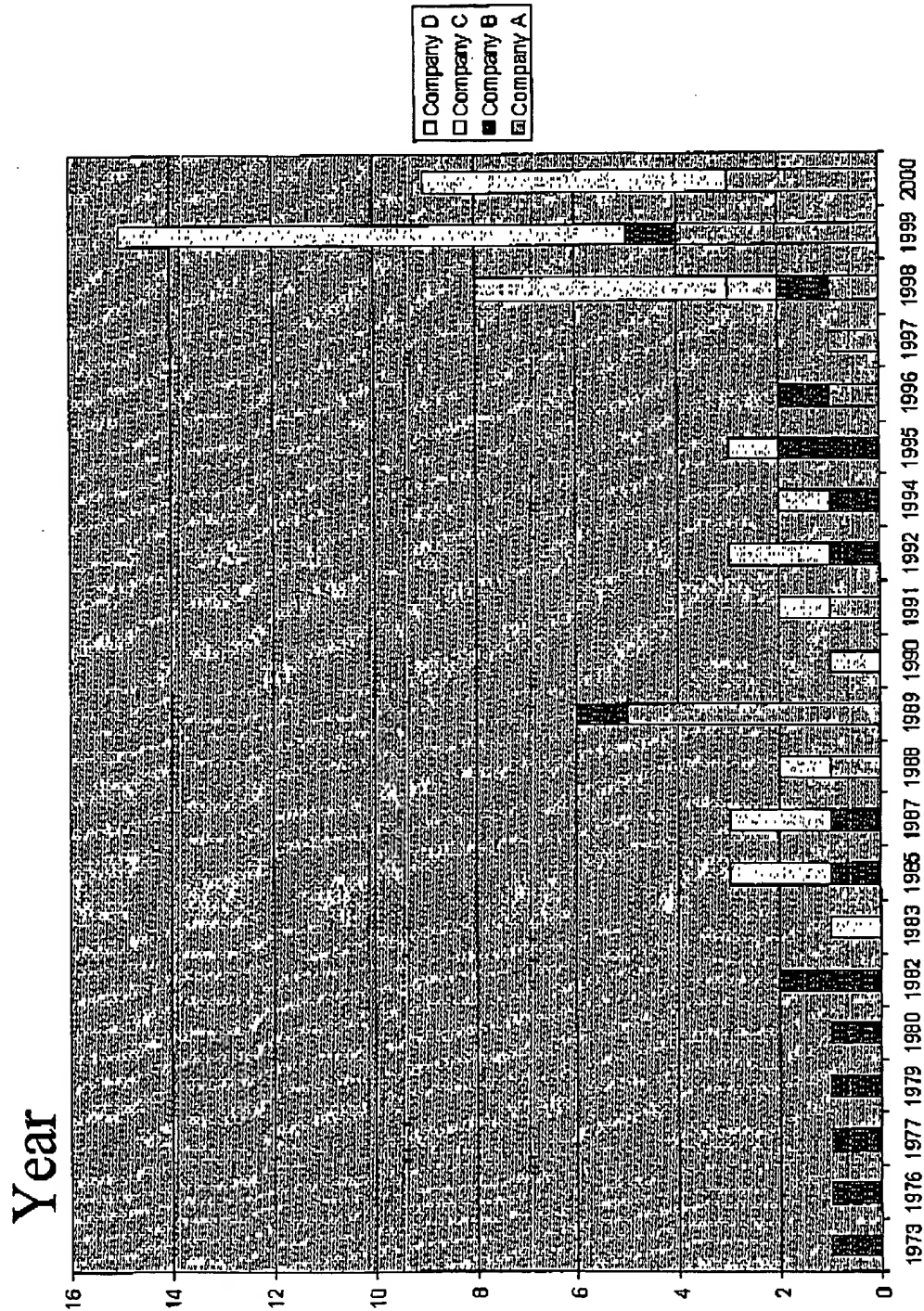


FIG. 35

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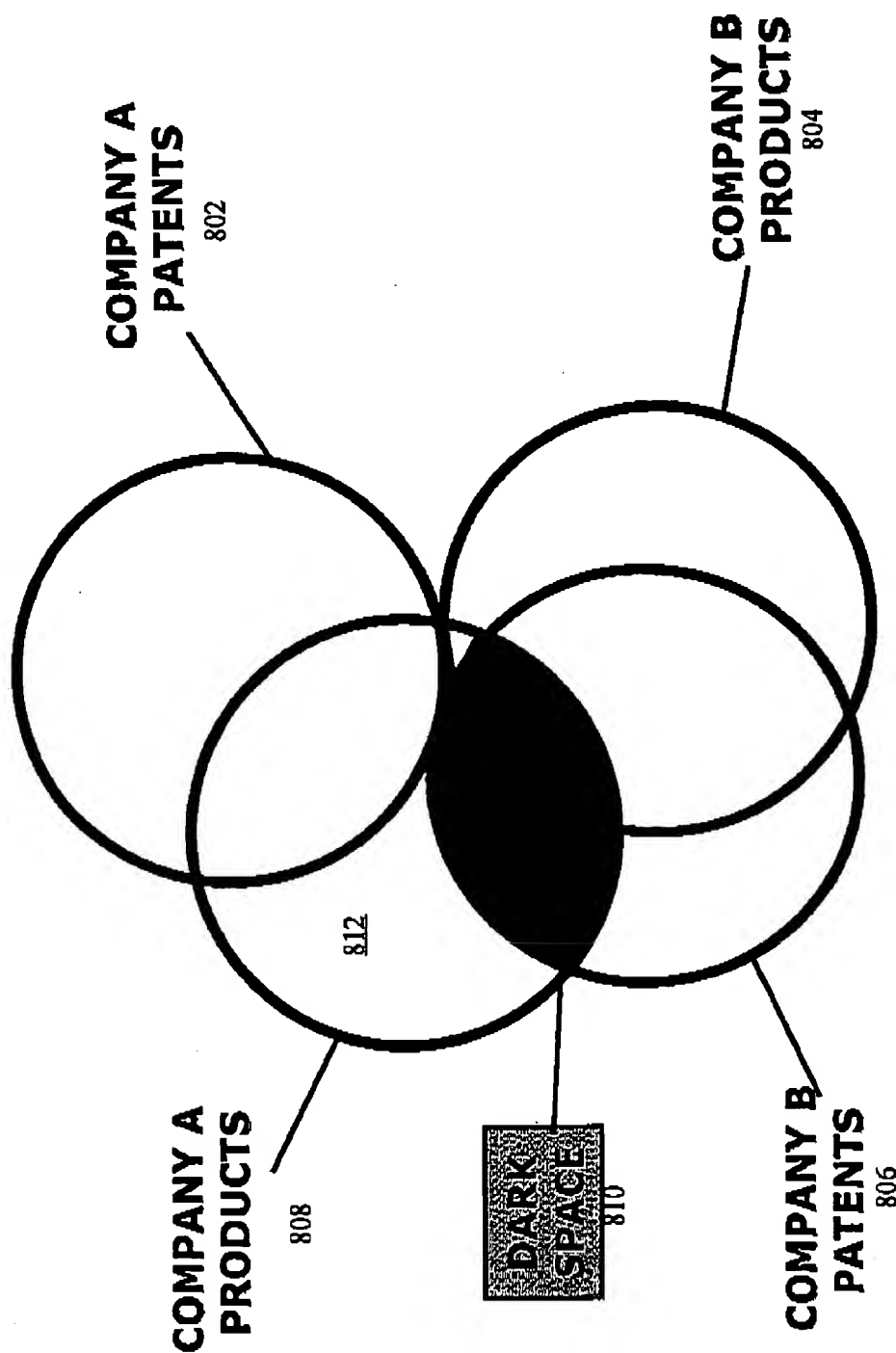


FIG. 36

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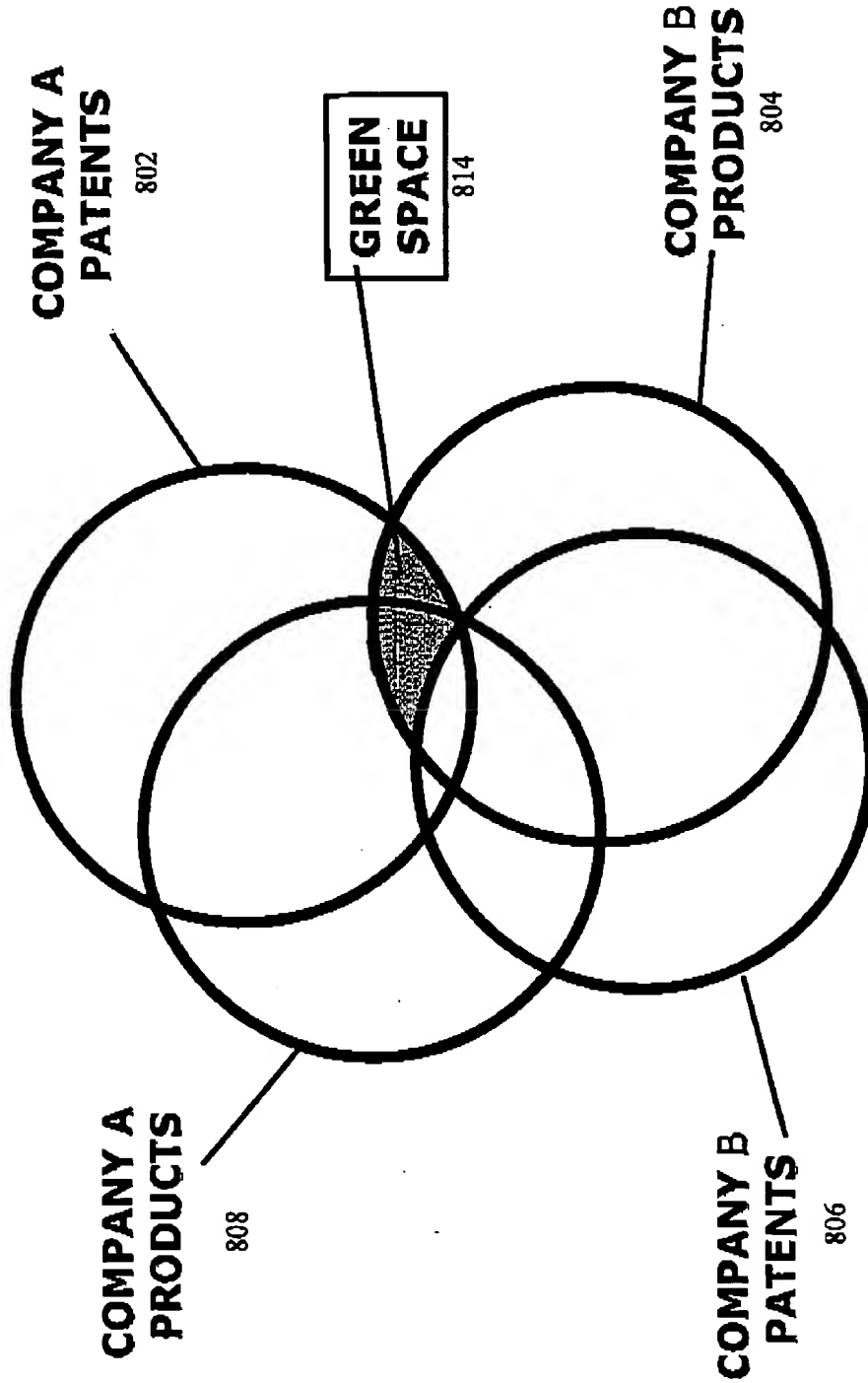


FIG. 37

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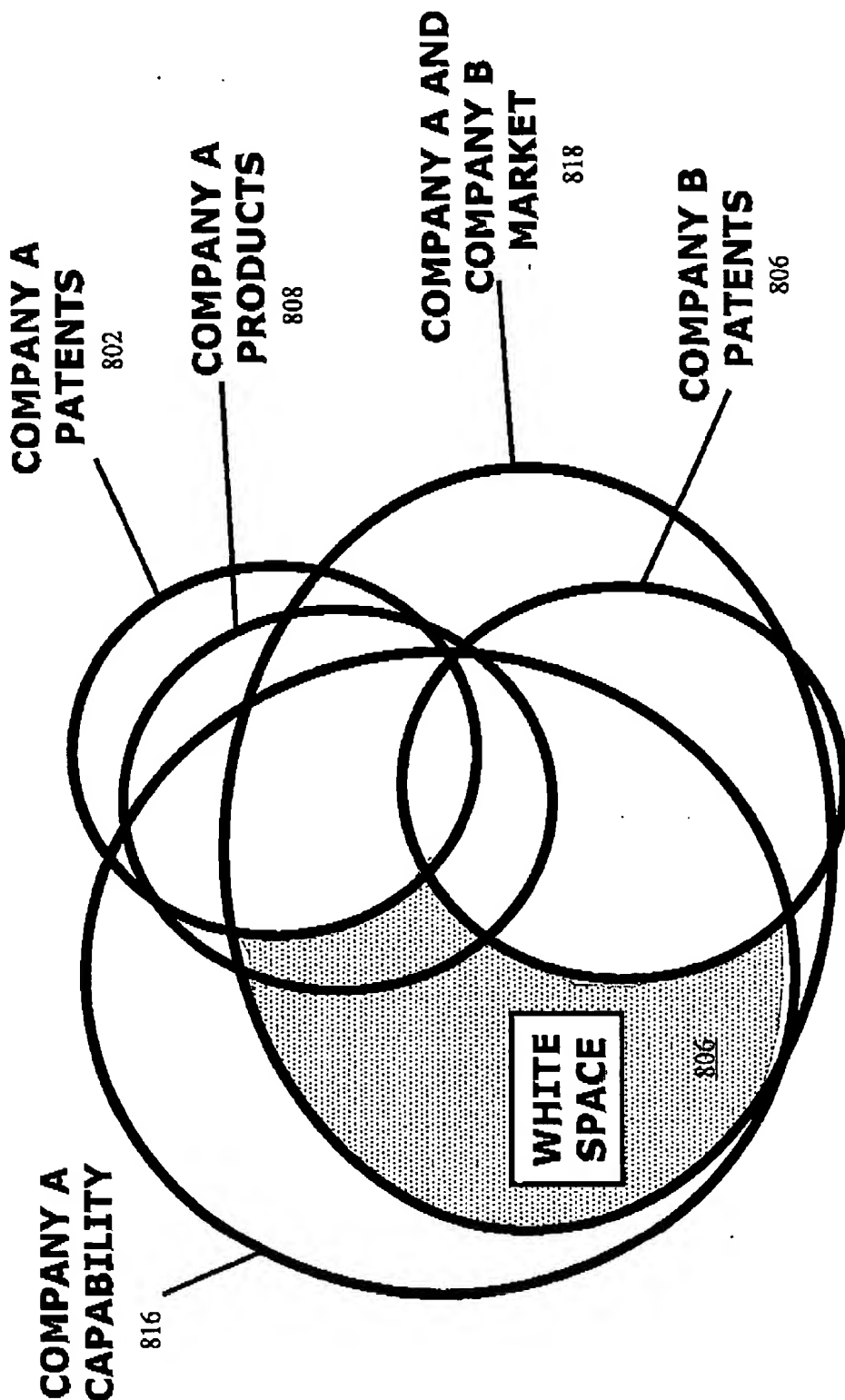


FIG. 38

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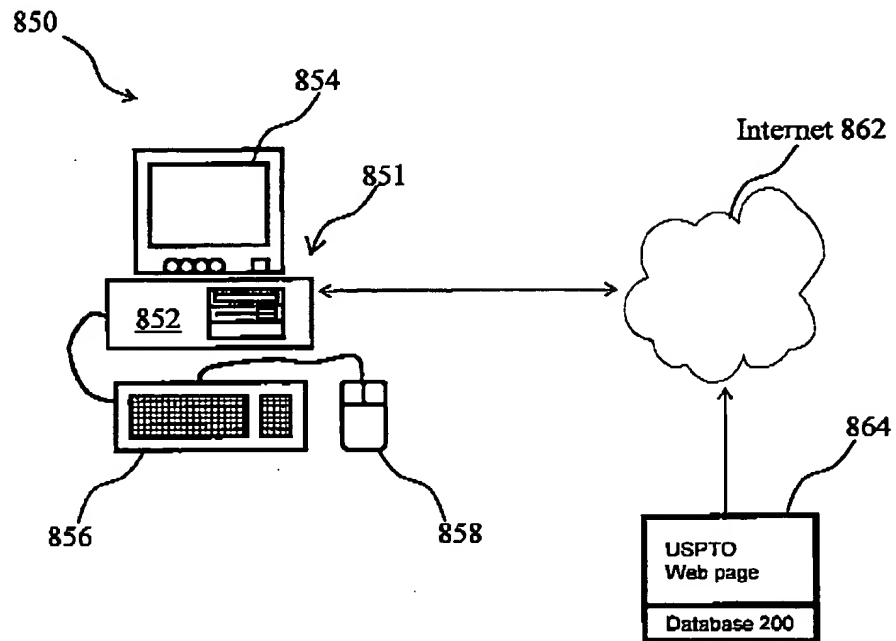


FIG. 39

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Standard Patent Fields
Patent No.
Assignee
Year
Application date
Inventor
Class
Sub Class
IPC
Number of Claims
Number of Independent Claims
Number of Citations
Number of Content terms in first claim
Number of content terms in exemplary claim
Field 18
Title
Field 18

FIG. 40



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User Field	Definition
Core Competencies	Skills and background needed to produce the invention or field of interest
Technologies	Principal technologies utilized in developing the invention or field of invention(FOI)
Elements	Principal elements (components) used to produce the invention or FOI
	for apparatus are actual elements
	for methods are steps
Business Drivers	Commercial advantages of the invention.
	e.g., higher yield, reduced cost, improved uniformity, reduced size
Products	Products / methods / processes produced by the invention
	e.g., electrodes, market forecast...
Field of the invention	Fields of the invention. e.g. etching, data compression, etc...
Problems	Major technical problems that the invention solves; how to...
	e.g. resist corrosion, compress data, etc.
IP Strategy	Categorize the technology or product of the invention by the possibility of use against competitor's patents.
Priorities	Prioritize the importance of each technology or product for a company.
Invention view	Capabilities a company needs to have to produce the product of the invention.
AIM	Categorize the level of novelty of the invention according to breakthrough, distinctive, incremental
Market size	Market size for the product or FOI.
Maturity of Technologies	Estimation of the maturity of the invention.
Importance of Products	Importance of products or FOI to current or other planned products.
Patent strategy	Importance of the technologies or products to your patent strategies.
Business Strategy	Importance of the invention to the business strategy.
Detectability	Categorize FOI by the ability to detect their use by others.
Competitive use	Percentage of competition who would use the invention.
Supplier use	Percentage of suppliers who would use the invention.
Customer use	Percentage of Customers who would use the invention.

FIG. 41

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Columns	660
Patent No.	
Assignees	
Year	
Application date	
Inventors	
Class	
Current Sub Class	
IPC	
Number of Claims	
Number of Independent Claims	
Number of Citations	
Number of Citations not from applicant	
Number of Content terms in first claim	
Number of content terms in exemplary claim	
Field 16	
Title	
Field 18	

Standard  
Patent Fields  
651

User-  
defined  
Fields  
300

650

Columns	660
Technology	
Product	
Invention View	
Date	
Note (field of the invention)	
Value	
License Out	
IP Type	
Idea	
Priority	
Area	
Priority date	
Inventor 2	
Inventor 3	
Inventor 4	
Cluster	
Cluster	
Cluster Name	
Invention Type (Method or Apparatus...)	
AIM Class	
Core Competency	
Business Drivers	
Field of Invention	
Problems	
HLA (High Level Abstraction)	
HLA Category Level 1	
HLA Category Level 2	
HLA Cluster Group	
Group	
Market Size	
Maturity of Technology	
Importance to Products	
Patent Strategy	
Business Strategy	
Scope of Claims	
Detectability	
Avoidance	
Competitive Use	
Supplier Use	
Customer Use	
Alliance Potential	
Technology Transfer	
Prestige	
Patent ID	
Patent HTML	
Initials (reader)	
Count	

FIG. 42